

3. (New) An Internet Box Office (IBO) system for vending digital content via a computer network to a consumer, the IBO system comprising:

a viewing system, the viewing system being in electronic communication with the computer network and the viewing system having a user interface;

A
a movie management system in electronic communication with the viewing system through the computer network, the movie management system having a play list manager, the play list manager having a list of titles of the digital content available for viewing and selecting through the user interface;

could
a rights management system for granting a right to view a selected digital content represented by the title selected through the movie management system, the right to view being granted by downloading to the viewing system a decryption key enabling decryption of the selected digital content;

a display for viewing the selected digital content downloaded from the movie management system to the viewing system, the selected digital content being decrypted on the fly, through use of the decryption key downloaded from the rights management system to the viewing system; so that no decrypted version of the selected encrypted digital content is stored on the viewing system.

4. (New) The IBO system of claim 3, the rights management system further comprising: a billing system for accepting payment through the viewing system for the right to view, the billing system having the capability of applying a discount if the consumer has agreed to view digital content in addition to the selected digital content.

5. (New) The IBO system of claim 3 wherein the digital content further comprises: interactive digital content, movies, ads, and trailers.

6. (New) The IBO system of claim 3 further comprising: the viewing system receives from the movie management system and displays to the consumer information about the status of the digital content being downloaded.

7. (New) The IBO system of claim 3 further comprising: the rights management system protects the decryption key during a fixed length of time and ensures that the decryption key expires after the fixed length of time.

8. (New) The IBO system of claim 3 further comprising: the rights management system provides usage tools for controlling interfaces between the consumer and the digital content, and tracking tools for use and distribution of the digital content.

9. (New) The IBO system of claim 3 further comprising: secure and managed communication through the computer network to protect the rights of an owner of the digital content.

10. (New) The IBO system of claim 3 further comprising: a policy management process for leasing the digital content, a monitoring process for monitoring adherence to the lease of the digital content, and a purging process for erasing the downloaded digital content when the lease expires.

11. (New) The IBO system of claim 3 further comprising: the movie management system has a plurality of movie studio web servers.

12. (New) The IBO system of claim 11 further comprising: the movie studio web servers are located at a plurality of web sites.

13. (New) The IBO system of claim 12 further comprising: the movie management system cooperates with the viewing system to optimally schedule downloading of the selected digital content from the movie studio web servers.

14. (New) The IBO system of claim 12 further comprising: a web content acceleration system that accelerates the downloading of the digital content from the movie management system to the viewing system by using a cache local to the viewing system.

15. (New) The IBO system of claim 14 further comprising: the web content acceleration system intercepts requests from the consumer for the selected digital content, retrieves the selected digital content from the movie management system, caches the selected digital content, and forwards the selected digital content to the viewing system.

16. (New) The IBO system of claim 12 wherein the web content acceleration system comprises: at least one cache located as physically close as possible to the viewing system to which the download is destined.

17. (New) The IBO system of claim 3 further comprising: a screen saver function wherein the consumer can view a trailer during screen saver time on the viewing system and initiate downloading a movie associated with the trailer.

18. (New) The IBO system of claim 3, further comprising:

the digital content is copyrighted;

a managed storage system for storing the encrypted digital content on the viewing system in encrypted form to prevent unauthorized copying of the copyrighted digital content.

19. (New) The IBO system of claim 3 further comprising: a feature permitting the consumer to choose a time at which to view the downloaded digital content.

20. (New) The IBO system of claim 3 further comprising: a downloading convoy, the download convoy responds to a download request from the movie management system to download the selected digital content to a plurality of consumers.

21. (New) The IBO system of claim 3 further comprising: a download manager which automatically resumes an interrupted download operation.

22. (New) The IBO system of claim 3 further comprising: the downloads are queued so that the computer network substantially maintains its pre-download performance.

23. (New) The IBO system of claim 3 further comprising: an access tracking process to track the consumer's access to the trailers and allow the consumer to specify a maximum number of trailers to download for each movie downloaded.

24. (New) The IBO system of claim 3 further comprising: the user interface is a web browser.

25. (New) The IBO system of claim 3 further comprising: provision to accommodate streaming video media.

26. (New) A method of operating an Internet Box Office (IBO) system for vending digital content via a computer network to a consumer using a viewing system, comprising:

accessing a computer network through the viewing system;

browsing, through a play list manager in electronic communication through the computer network with the viewing system, a list of titles of the digital content available for viewing;

selecting, from the play list manager, a title for viewing;

granting a right to view the title by a rights management system;

downloading from a movie management system to the viewing system the selected digital content for which the rights management system has granted the right to view, the selected digital content in encrypted form;

downloading to the viewing system from the rights management system a decryption key associated with the selected digital content that enables decryption of the selected digital content on the fly so that no decrypted version of the selected digital content is stored on the viewing system; and

viewing on the viewing system the selected digital content.

27. (New) The method of claim 26 wherein the step of browsing comprises: accessing at least one web server that contains a list of titles of the digital content available for viewing.

28. (New) The method of claim 26 wherein the step of selecting the title further comprises: adding the title selected to a running list of selections.

29. (New) The method of claim 26 further comprising
paying the rights management system for a right to view selected digital content.
30. The method of claim 29 further comprising: paying for the title selected through the
play list manager.
31. The method of claim 29 further comprising: paying for a plurality of titles selected
by the consumer.
32. The method of claim 29 further wherein the step of paying for the right to view the
content further comprises:

finalizing a running list of selections, registering the selected digital content with
the rights management system, calculating a price, and applying a discount to the price if
the consumer agrees to view other content that warrants the discount.
33. A method for use of an Internet Box Office (IBO) system for vending copyright-
protected multimedia digital content via a computer network to a consumer, the IBO
system having a viewing system, a digital rights management system, and a digital
content management system, the method comprising:

finding and selecting, through cooperation of the viewing system and the digital
content management system, multimedia digital content for playing back;

downloading encrypted multimedia digital content from the digital content
management system to the viewing station system; and

displaying to the consumer, through the cooperation of the viewing station system and the digital rights management system, the copyright-protected multimedia digital content as the digital content is decrypted on the fly, and no decrypted version of the digital content is saved on the viewing system.

34. The method of claim 33 further comprising

presenting, through cooperation of the digital content management system and the viewing station system, download status information;

detecting of, and automatic restarting after, a download interruption; and

notifying the consumer of the download interruption and new availability time for the content.

35. (New) A node for carrying out the method according to claim 33.

36. (New) A communications network comprising: at least one node for carrying out the method according to claim 33.

37. (New) A computer-readable medium comprising: instructions and data written thereon, said instructions and data containing information for the practice of the method according to claim 33.